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CENTRAL INTELLIGENCE AGENCY REPORT

COUNTRY INFORMATION REPORT

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COUNTRY East Germany

DATE DISTR. 21 May 1954

SUBJECT Production of Radio Receivers

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1. The Kolibri receiver is now being manufactured on a mass production basis and is available in retail stores in East Germany. Fifty thousand units have already been produced by VEB Stern-Radio, Berlin, and 50,000 more units are currently in production. However, the East Germans have refused to buy the Kolibri receivers, even though they cost only 50 DME each. The Ministry for Trade and Supply has signed global contracts to sell the receivers, and the DEZ supply depots are full of them. Even the HO stores and the cooperatives refuse to accept any more Kolibris.
2. In view of this situation the Central Committee of the SED held a special session in which it was decided to take special measures to boost sales, such as increased advertising via radio and press. On 13 April 1954 the Main Administration RPT called a meeting of all department heads and members of the Party secretariat to discuss the situation, which was termed catastrophic. It was decided that the Ministry for Trade and Supply and the Politburo of the SED should establish premiums for sales personnel who sell Kolibri receivers and should arrange to give Kolibris as premiums to workers who overfulfill their quotas (premiums are usually paid in DME).

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